### **FEW SOLDIERS** SEND CHAMBER SUGGESTIONS

Less Than 100 Answers Received to Plea for Letters; Many Only Criticise

Less than 100 of the 6500 men sta-tioned at Schofield and Castner have dent. made any suggestions to the Chamber of Commerce telling what the enlisted men would have Honolulu do for them to make them more comfortable here and better contented.

"This is very disappointing," said Raymond C. Brown, secretary of the chamber, yesterday. "There was a great divergence of opinion in the

Brown emphasized the fact that the ury of not less than one dollar. army men did not want the city to do anything for them and criticised the attitude of the people of Honolulu, in-

stend of making suggestions.
"We know the army men have not asked the city to do snything for them," declared the chamber's secretary. But the people want to do something for them. There is all the difference in the world in the two atti-

fairs yesterday. There are at present 82 foreigners employed in these ser 00,000, and, was favorably re

CHRIS WILLIS, JR. ' STAR OF PUNAHOU

us evento were Chris Willis, son Williams, Ernest Gray,

at allowing the boys all of the ath nors of the day, the girls of were scheduled. The preparatory described by a score of 45 to 35.

## MEMBERS ONLY

Changes in the by-laws of the Outloor Circle, having to do largely with membership in the organization, have been perfected by the executive committee, a meeting for this purpose having been held yesterday at the home of Mrs. F. J. Lowrey, the presi-

The amended article regarding membership now reads as follows: "Section 1. Membership shall con-

sist of three classes: active, associate and non-resident. "Section 2. The qualifications for membership shall be as follows:

"For associate and non-resident membership, a thorough sympathy with the object of this organization, Many of the men who wrote to Mr. and a yearly contribution to its treas-"For active membership, a willing-

ness to work, in addition to the requirements for associate and non-resident membership. "Section 3. Active members alone

"Section- 4. Associate members

may become active members by a dectudes. If the men stationed here would only pitch in and help we could do a great deal to make their stay in the islands more agreeable. We want suggestions from them,"

Because many women were unage to take an active part in the work of the Circle, and were therefore reluctant to join, although they wanted to, the foregoing changes were made. Hereafter meetings will be held on the second Tuesday of each month from October to May, inclusive. Because many women were unable

### HON. DAVID I. WALSH TALKS TO STUDENTS OF NORMAL SCHOOL

Taking national patriotism as his heme, Hon. David I. Walsh, former governor of Massachusetts, spoke to the 250 students at the territorial normal school yesterday morning. He was accompanied by Prof. L. G. Blackman, acting superintendent of public instruction: George S. Raymond, school inspector; D. H. Merriam and Edgar Wood, principal of the Normal. His charge to the teachers was, in

fice, greater than the president of the United States or any senator or repreentative. But you are to teach per-

see his savings again. Teo Filo, a Filiino arrested for the crime, admits ds, Raymond Conant, Of the lier athletes the following starred: he entered Ah Chong's room, carried out the trunk which contained the treasure, and later broke the receptatreasure, and later broke the recepta-cle open and obtained the cash. He refused to tell what he did with the ney, however.

A resolution proposing referendum

### Col. Chatfield's Fine - Army Career at An End



Col. Walter H. Chatfield, 2nd Infantry, who tomorrow will be succeed ed by Col. Daniel L. Howell, transferred from command of the 1st Infanti at Schofield Barracks.

Chatfield, 2nd Infantry, will by opera- tached to the 7th Infantry. Subse ion of law retire from the service as quent service included duty at Fort acer in the army, for on that day he will be 64 years of age. Thus ends vice of the United States.

The colonel has had a very active nd interesting career over these units, years. He was born in Conception of Col. John L. Charneld of he 6th Connecticut Volunteer Infan-Mende and Fort Lincoln, Dakota territory, to the latter part of 1880, when the indians were causing considerable

He was appointed second lieutenant, 5th U. S. Infantry, October 4th, 1880; was promoted first lieutenant, 18th Inantry, in 1890, was transferred to the | rendered to the sgent. 5th Infantry in 1891, was promoted cantain in 1898, major 27th Infantry in 1905, Heutenant-colonel in 1911, colonel of infantry in May, 1914, and in

After receiving his commission he

Buford, Dakota Territory, in May and June, 1881, where with Company D. of 1880. He was at Fort Keogh, Montana, from June, 1881, to May, 1888, with the 5th Infantry, and while here eted the captured Indians to the Indian reservation. From Camp Villard, Montana, he saw the first frame buildings erected in Billings, and in 1882 saw the first irrigation ditch. sign the art of war and joined the which was begun at that time. While my as a private in Troop C. 7th Cavtaking photographs at Crow Agency in 1887 he could see from the ugly manner of the Indians that trouble would occur shortly, and at once notified General Ruger, the department commander, of their attitude. General Ruger's whole command was in position, British troops marched. and at noon the next day Sword Bearer, with a host of followers, rushed from the camp to attack. Sword

He served at various posts in Texas reigment being the first to arrive and ras at Columbus Barracks on recruit establish camp. The companies were ing duty and later ordered to Fort dispersed from Charleston to Galves-

hort-lived. The newspaper is read today and thrown away tomorrow. but on account of the slide at Pan-The magazine is kept. However, if the impression that advertising gives ama was marooned there for several s strongly, if not entirely comprised in its first impression, then the ad- months. He finally caught a Japanese vertisement which is seen many times has no more power to persuade her 18, 1915, when he took command than that which is seen once or twice. That which we see again and of Fort Shafter, relieving Colonel F. again, we just see. We do not observe it the subsequent times. There- H. French fore, its stimulus on our minds is not much more than when first seen. Many Staff Positions. Perhaps, then, the fact of short life of a newspaper ad is not so great an objection after all.

The colonel has held many staff positions during his long and varied carrier in the army, including a tour of

Another point is that of atmosphere. The magazine is not only highgrade artistically, but it also is supposed to be of loftier subject matter. try. His special service includes duty As to the kind of advertising carried, magazines quite often refuse to mental and army shooting competition accept medical advertising, even when it is of approved merit. News- at Fort Sherldan, Ill., 1908 and 1909. papers, with the exception of a few, accept certain medical advertise- He was assistant executive officer of ments. Perhaps this is because the meritorious medical advertisers have the national matches at Camp Perry, Ohio, 1969, and was inspector of mifound newspapers most resultful.

whisky advertising. This point is often emphasized, for the reason that 1911 an ad is supposed to be known by the company it keeps. If an ad for an automobile is surrounded by an ad for beer, the theory is that the motor officers and men, and every one read is decreased as to its effectiveness as against the power it would have grets that his active service is at a ii it were surrounded with music advertisements.

There is certainly something to that, but when your ads have posi- friends who will remember him long + were among the assertions made + tion and are alongside of news matter which is worthy, interesting and after his departure. The colonel and + by Dr. George W. McCoy, former + important enough to warrant publication, then your ad is in pretty good company. Just because some newspapers accept advertising alongside which you would not want your ad is no reason why you should not use which you would not want your ad, is no reason why you should not use an extended visit in Southern Californewspapers, because, if you wish, you can have your advertisement iso- nia lated.

Another point in the controversy as to whether newspapers or magaencies prefer magazine accounts rather than news- zines are better media, has to do with the contents other than the adver- fantry after Col. Chatfield's retire + ing chiefly between the ages of It is skimmed over. It is bought out of habit and simply in hope or in There are also certain mechanical limitations of the newspaper. It fear that there may be something there worth reading. The magazine has got to be on cheap print paper which cannot reproduce a very good is supposed to be bought, selected and paid for because it is nearly a hun-

But it is an open question whether or not this fact—that there is not so much engrossing matter in magazines-is a point in favor of such advertising. For, is not that fact more apt to prevent the eve from seeing

## **ARMOR PLANTS**

Rigid Investigation of **Aviation Service** 

[Associated Press by Pederal Wireless] WASHINGTON, D. C., March 10. The senate yesterday voted 55 to 10 in favor of considering Senator Tillman's bill for the purchase or construction of governmental armor plants. It also passed the resolution introduced by Senator Robinson, calling for a thorough investigation of the national aviation service. Both resolutions now go to the house for action.

ton, including Dry Tortugas. The band and headquarters with Colonel Chatfield, then adjutant, returned to Fort McPherson, Ga., and there organized a recruit depot for 21 regi- pinfall over previous match. Probably ments of infantry and cavalry, where San Jose won by default, or there was 6000 recruits were often present. He a mix-up of some sort.) was at Tampa. Fla., the rendezvous of the 5th Infantry, for the second time as part of General Schwan's brigade for service in Porto Rico, but the regiment was left at Tampa on account of being below strength.

At Santiago.

He served at Santiago, Cuba, from August 28, 1898, to April, 1899, and at Baracoa, Cuba, from May, 1899, to August, 1900. While in command at this post a party of 26 Cuban ex-army officers landed and announced their intention of organizing a filibustering

intention of organizing a fillbustering

China relief expedition, but later the was unchanged from the previous week.

After returning to the United States he was stationed at Fort Sheridan, ers that there was either a default or ill., and remained here until April 1, else a protested match which went to Moraht, the well known military 1901, when he sailed from San Fran-cisco for the Phijippines, being in com-mand of Company H. He was in com-and with probably take four from Val-French at Verdun as between say Pangasinan progince, from December, 1991, to November, 1992. He was at Dagupan with Company H. at regimental headquagters. December, 1992, and at many other pasts in the Philippines. He returned to the mainland via the Suez canal the latter part of 1993 on the "hoodoo" transport Sumper

This is the most remarkable trip there will be a grand de for hist participant of Uncle Sam's A special wireless match between the transports. It was a 72-day trip and Honolulu and Neval Training "Ys" all ports en route were made on schedule time from Manila to New York.

Control trip the colonel visited all interest in all of the British garrisons. He was a week at Bombay and took a side trip to Cairo and at Malta was a gineer Mess, dining with the King's Own Yorkshire Light Infantry. At Gibraltar great privileges were given the colonel and he had an opportunity to see all of the fortifications. While here he witnessed the practise review on the king's birthday in which 30,000

On arrival in New York he was sent

to Plattsburg, N. Y., where he was stationed until September, 1905, when he was, after 18 years with the 5th In-Bearer was killed, and his braves surfantry, promoted as major of the 27th Infantry and ordered to Fort Sheriand was in command of Company D. dan, Ill. Here he remained on duty 5th Infantry, for service in the Wound-until February, 1913, when he was ored Knee campaign. He served in dered with his regiment to Texas City August 1915, assigned to command posts in Florida and Georgia, and during the 2nd Infantry at Fort Shafter. Ing the Spanish War was at Tampa, Long and Active Service. Florida, with the 5th Infantry, this 1915, and at this time was assigned to Florida, with the 5th Infantry, this 1915, and at this time was assigned to command his present regiment, the 2nd. The colonel sailed on the Buford try for Hawaii in September, 1915.

regimental adjutant of the 5th Infanas chief range officer of the depart-Almost all publications accept cigarette advertising. Some refuse and 1907, Michigan 1908, and Illinois

Col. Chatfield leaves his regiment much loved and admired by all of the close. He has endeared himself to his + leprosy; and that it is not a command and will leave a host of + blood disease and not hereditary,

Col. Daniel L. Howell, now in com- + natural refuge for lepers. mand of the 1st Infantry at Schofield + "It is a disease of young per-Barracks, will command the 2nd In- + sons," Dr. McCoy said, "dev

Resolution Passes Calling For California State Y. M. C. A. Bowling League-February 29, 1916.

w.	L.	Pinfall	Pet.
U. S. N. T. S37	11	29,111	.771
Honolulu35	13	31,293	.729
Fort McDowell30	18	31,583	.625
San Jose30	18	27,329	.625
Oaklan125	23	30,439	,521
Sacramento25	23	30,274	.521
Los Angeles 7	41	26,548	.146
Vallejo 3		25,340	.063

Matches of February 25. Honolulu 3 (2694), Sacramento 1

Oakland 4 (2580), Vallejo 0 (2276). Fort McDowell 4 (2653), Los Angeles 0 (2363).

San Jose 4, U. S. N. T. S. 0. (No scores sent and no change in total

Matches of March 3. Honolulu 4, Los Angeles 0. Oakland vs. U. S. N. T. S. San Jose vs. Sacramento. Fort McDowell vs. Vallejo. Today's Matches.

Honolulu vs. Vallejo. U. S. N. T. S. vs. Sacramento. Oakland vs. Fort McDowell. San Jose vs. Los Angeles.

expedition to overthrow the government of San Domings. Colonel Chatfield had the whole party jailed and the expedition fell through, thanks to Jose, although no scores were sent to assist the Germans on the From Cuba he was ordered to the and the total pinfall of the two teams front.

lejo tomorrow evening, the local "Y" team has an excellent chance of catching the leaders, who played Oakland last week and tackle Sacramento

### FRANKLIN REFINERY WILL RESUME WORK AFTER LONG IDLENESS

[Associated Press by Pederal, Wireless] PHILADELPHIA, Pa., March 10.— The Franklin refinery, which has been idle for 25 years, la to resume operations immediately, employing 800 men at the start and more later on.

The plant was purchased from the Harrison Frazier Company. The Frazier company has been making use of the warehouse during the idleness of the plant, but the machinery has been found to be intact.

It is estimated that the plant is capable of turning out 3000 barrels of granulated sugar daily.

Cane sugar only will be produced here, the supply for the most part coming from the Cuban fields, where the crop is said to be 3,000,000 tons.

Regular relief was given to 70 fami-Charities, according to a report of the month's work just issued. Emergency relief was given to 75 families, other societies gave relief to 28 families, and visitors took charge of nine-families. Employment was found for 48 persons, 25 were put under a doctor's care and 21 secured a nurse's attention. The money spent for actual re-lief amounted to \$586.80.

The bell in King's chapel, cast by Paul Revere, and which has long been under repair, was rung for the first time in ten years in honor of Lincoln's

### ONLY ONE PERSON IN TWENTY SUSCEPTIBLE TO LEPROSY-M'COY

+ hearings on a bill to establish a

[Associated Press by Pederal Wireles WASHINGTON, D. C., March 1 the sugar tariff clause in the Un wood law has been postponed for week, owing to the extended deb on the appropriation bills, which completely upset the program.

CIVILIANS SUFFER FROM ALLIES' SHELLS

BERLIN, Germany, March 10 .-Overseas News Agency yesterday sued a statement that since Februs 1915, French and British guns aerial bombs have killed 1042 c lans, many of them women and c dren, inside the tines held by the mans in Belgium and northern Fra Last month aerial bombs killed 17 men, 15 children and 20 males. I six women and 21 children

GERMANY TAKES TURKEY UNDER ITS WING

ODESSA, Russia, March 1 ports reaching here from German ces, via neutral countries, assert If the percentage table as received at the local Y. M. C. A. proves correct, Honolulu is only two games behind the U. S. N. T. S. for first place ers that does not include compensation the California Y. M. C. A. proves correct, Honolulu is only two games behind the U. S. N. T. S. for first place ers that does not include compensation to the California Y. M. C. A. proves correct, Honolulu is only two games behind the U. S. N. T. S. for first place ers that does not include compensation.

> FRENCH LOSSES AT VERDUN REACH MANY THOUSANDS.

BERLIN, Germany, March 10 .he says, there are 20,000 pr

REVOLUTIONARIES A BEATEN IN RIVER

### Weekly Calenda

TUESDAY. cial, Third Degree, 7:30 p WEDNESDAY. Hawaiian Lodge No. 21,

Honolulu Commandery No. 1 stated, Red Cross Degree

cial, Third Degree, 7:30 p.

Oceanic Lodge No. 371,

cial, Third Degree, 7:30 p. m SATURDAY. Lei Aloha Chapter No. stated, 7:30 p. m.

SCHOFIELD LODGE WEDNESDAY-SATURDAY-

Work in Third 7:30 p. m.

HONOLULU LODGE NO. 1,

Will meet at their home, Seretania and Fort streets, FRANK MURRAY, S

HONOLULU LODGE, SIS, B. P. on King St. Fort, every I



C. J. McCARTHY,

HERMANNS SOHNE

W. WOLTERS, Pra

February 13, March 11, April 1, June 8, July 1, PAUL R. ISENBERG, Pros

4874-Jan. 15 to July 1 1

# Home Course in Advertising

CHAPTER LXXXIV.

### ARGUMENTS VS. NEWSPAPER AS MEDIA

The newspaper as a national medium has advantages, too. In the first place, there is the clerical work involved in the use of newspapers. If you were using 4000 newspapers, reaching say twelve million circulation, you would need about twenty people continually at it to take care of the details entailed. If you were to reach those same twelve million people with fifty magazines, one man could handle the work.

That big difficulty in connection with newspaper advertising makes paper accounts. And when the advertiser takes care of his newspaper tising. The newspaper is composed of much that is only partially read. ment as he was recently transferred advertising from his own office, this difficulty seems even greater.

half-tone. The illustration in the newspaper must either be a line cut dred per cent of the matter that you want to read. made of zinc or wood, or else it must be a very coarse-screen half-tone, which cannot possibly show up like a photograph, like a fine-screen halftone would if printed on smoother paper.

Another limitation that is alleged against the newspaper is that it is the ad?